

THE STANFORD INTERIOR JOURNAL.

VOLUME XXXVIII. NO. 45.

STANFORD, LINCOLN COUNTY, KENTUCKY, FRIDAY, JUNE 9, 1911.

EVERY TUESDAY AND FRIDAY.

ONE OF LINCOLN'S FAIREST DAUGHTERS

JOINED IN WEDLOCK'S BONDS
TO MT. STERLING YOUNG
MAN—THE WOODS—
PERSON WEDDING.

Before hundreds of those who have known her from childhood, and knowing her, have loved her dearly Miss Sallie Taylor Woods, became the bride of Grover C. Anderson, of Mt. Sterling, Thursday afternoon at three o'clock. The ceremony, a beautiful one, in every detail, was performed in the Baptist church by Rev. J. E. Jones, the pastor. Immediately after the words were pronounced which joined these young lives they took an automobile for Danville, where they boarded a Southern train for an eastern trip after which they will go to Mt. Sterling to make their home.

Few brides as fair have ever gone from the borders of dear old Lincoln, famed for the beauty of her women and the gallantry of her men. And no more beautiful nuptial setting could be pictured than was the Baptist church as the wedding procession moved stately down the aisles to the altar where the mystic words were said. Loving hands had made the house of God a house of love and beauty for the happy occasion. The altar was a perfect mass of green, potted plants, ferns and similar being cleverly interwoven to form an attractive background. Overhead, stretched across the length of the church was arch of smilax dotted with pink roses. The altar and chancel gleamed with the light of many candles, in pink and white held by handsome silver and crystal candelabra. The house had been darkened and the subdued glow from electric bulbs overhead lent a soft radiance to the scene which further enhanced its beauty.

The church was crowded with friends and loved ones when the hour approached. Just before the wedding party came in, Mrs. W. C. Shank, sang softly and tenderly the "Garden of Roses" accompanied on the organ by Miss Sue Taylor Engelman. Then to the gladsome wedding chorus from Lohengrin the wedding procession began. First came the ribbon bearers, sweetly dressed in white, all new and neophytes of the bride, Pearl and Robert Embury and Margaret and Julian Allen. The bridesmaids, Messrs. Will Tipton and Harry Howell, of Mt. Sterling, and R. B. Woods and R. W. Milburn, of this city, followed, in pairs, down each aisle. Miss Susan Fisher Woods, sister of the bride, maid of honor and her only attendant then came next. Miss Woods was beautiful in an exquisite gown of yellow embroidered chiffon with pearl trimmings, and carried pink roses. After her came the flower girls in pink and white. Mary Louise Woods and Elizabeth Bush Allen, also nieces of the bride, who scattered sweet peas along the canvased aisle as the bride, stately and lovely in her wedding attire, came in last, alone. The bride's gown was an elegant creation, being white embroidered chiffon over white satin, cut in train and with pearl trimmings. She carried a white satin bouquet. Behind her came the conventional bridal veil.

The groom, with his best man, Mr. G. B. Seiff, met the bride at the altar where the man of God said the words which made these twin one. The beautiful ring ceremony was used. Miss Engelman played softly "Call Me Thine Own," during the ceremony. The pair stood under a large bell of pink roses which swung from the arch overhead as the ceremony was said and then departed from the church to the strains of the wedding March by Mendelssohn. An automobile was waiting and, after changing to traveling costume, they hid away on their honeymoon, amidst the congratulations and good wishes of everyone.

Hundreds of beautiful and useful presents testified to the popularity of the young couple. Probably no sweeter or more popular girl ever went out of Stanford as a bride than this one, who left her home and loved ones yesterday to cleave unto the man of her choice. She is the youngest daughter of Mr. and Mrs. E. P. Woods and was born and reared at their home a few miles in the country on the Knob Lick pike. A girl of the sweetest disposition, beautiful in face and figure and with the strength of character which tells the true woman she will prove a worthy helpmeet to him who has won her. Mr. Anderson, while not well known in Stanford, stands high in business and social life at his home in Mt. Sterling and is said to be well worthy of the prize he has won. He made many friends during his short stay in Stanford and with his bride has the best wishes of every one for a perfect married life.

Two delightful dinner parties were given for the bride party before the wedding. Mrs. William H. Shank, entertained the bride-to-be and the members of the bridal party who were here on Monday evening at her handsome residence on Logan avenue. The dinner was exquisite, served in seven courses, the table and dining room being beautifully decorated with cut flowers and potted plants. Ice and cream meringue were served and the occasion was made a most happy one for all. Besides Mr. and Mrs. Shank there were present, the bride-to-be and Miss Susan Fisher Woods, Miss Sue Taylor Engelman, Mrs. S. M. Allen, of Millersburg, Mrs. Charles Kirkpatrick, of Mt. Sterling, Miss J. M. Alverson, of Frankfort, Missen Jean and Margaret Mount, of Lancaster, and Messrs. R. B. Woods and R. W. Milburn.

On Wednesday, the wedding eve,

Teacher Marries

SO SCHOOL BOARD FILLS VACANCY IN THE FACULTY.

Miss Martha Hommel, of Danville, was last week elected by the School Board to teach the Sixth grade in the Stanford school for the next term. She comes very highly recommended. News has been received by the Board that Miss May Broadbush, who was engaged as teacher in the school for the next term, has been married to Dr. Jones S. Gilbert, the wedding having taken place at Lexington last week. Miss Broadbush, or Mrs. Gilbert now, was from Buckeye, and it is not expected that she will report for duty here now that she has taken charge of a school with but one pupil.

Prof. Grubbs

ELECTED PRINCIPAL OF LIBERTY HIGH SCHOOL.

News has been received here that Prof. E. L. Grubbs, who has had charge of the school at Moreland for several terms, has been elected principal of the Graded and High School at Liberty. Prof. Grubbs and his family will move to Liberty about the first of August. Miss Martha Tifford, of Liberty, will be his assistant and primary teacher. Prof. Grubbs is one of the best known educators in this section of the State and the patrons and trustees of the Liberty school are to be congratulated upon securing his services.

CRAB ORCHARD

The teachers of the Sunday School of the Christian church, accompanied by Brother Donahoe had a pleasant outing with their classes Wednesday.

Mrs. H. D. Campbell and children have returned home after a few days visit to E. P. Cummins, in Stanford. Mrs. Dr. Spiller and her mother, Mrs. Cullen, spent a few days last week with A. Y. Cullen, in Louisville.

Joe Anderson has gone to Louisville to accept a position.

Mrs. H. L. Steger has returned to Crab Orchard after some months visit to her brother, Mr. Morris Harris and family, in Louisville.

The Christian Endeavor meets at the Christian Church every first and third Sunday nights. And the Baptist Young People's Union, meets at the Baptist Church every second and fourth Sunday nights. The organizations are doing good work among our young people.

Henrie Duke had a delightful visit with Mr. and Mrs. Bob Thompson last week.

FARES REDUCED

Q. & C. Route Places Parlor Car Fares Between Danville and Cincinnati At 25 Cents.

Parlor car fares on Queen & Crescent trains between Danville and Cincinnati have been reduced from 60 to 25 cents for each way. The round trip parlor car fare is now fifty cents, whereas it was formerly \$120. The rate from Danville to Lexington is 20 cents each way. Trains between Danville and Cincinnati are now equipped with modern observation parlor cars. It is worth many times the price just now to pass over the High Bridge and get a perfect view of the monster new structure that has been reared over the old one. The parlor car rates named for the Blue Grass are much appreciated being less than half cost of Pullman fares, although the parlor car is decidedly the most comfortable and delightful coach on any of the superb trains operated by the Queen & Crescent. With the reduced rate effective it is predicted that many of the trains will often have to carry two parlor cars between Danville and Cincinnati in order to accommodate the extra traffic that will be attracted by the nominal change.

BLUE LICK.

Rev. P. B. Hackett preached at Coffey School house last week.

Mr. Major Tombs and daughter of South Fork, visited his sister-in-law, Mrs. Eliza Daugherty.

Mr. Worth McWhorter and wife, visited his sister, Eliza Daugherty. Eliza Daugherty seems to be improving some.

Mr. James Benson is the guest of his sister, Eliza Daugherty.

Mrs. Eliza Hasty visited her daughter Mrs. John Green, of Highland last Saturday and Sunday.

The writer has been on the sick list for several days.

Miss Mary G. Daugherty visited her sister, Mrs. Nora Berry last Sunday.

The Ladies of the Baptist Church, will have a strawberry and ice cream supper in the church yard, Saturday night. Everybody invited. 15 cents a plate.

AT TERRIBLE BLUNDER

to neglect liver trouble. Never do it. Take Dr. King's New Life Pills on the first sign of constipation, biliousness or inactive bowels and prevent violent indigestion, jaundice or gall stones. They regulate liver, stomach and bowels and build up your health. Only 25c at Penny's Drug Store.

MIDDLE AGED AND ELDERLY PEOPLE.

Use Foley Kidney Pills for quick and permanent results in all cases of kidney and bladder troubles, and for painful and annoying irregularities.

C. C. GOOCH BUYS ST. ASAPH HOTEL

J. W. ACEY SELLS OUT TO WELL-KNOWN MAN AFTER LESS THAN A YEAR AS "MINE HOST."

J. W. Acey this week disposed of the St. Asaph Hotel to C. C. Gooch, of this city, who will take possession the 1st of July and continue to run it on the same high plane upon which Mr. Acey has conducted it during his ownership. It has been less than a year since Mr. Acey bought the hotel from Mrs. Beale Hardin. Since then he has spent several thousand dollars in installing new furnishings until he has one of the best equipped hostels for this size town in the state. Mr. Acey was anxious to devote to some more active business, however, so decided to get out of the hotel.

Mr. Gooch recently moved to Stanford from the Wayneburg section. He is experienced business man and will undoubtedly make a success in the hotel business.

P. S. Rextford, 615 New York Life Bldg., Kansas City, Mo., says: "I had a severe attack of a cold which settled in my back and kidneys and I was in great pain from my trouble. A friend recommended Foley Kidney Pills and I used two bottles of them and they have done me a world of good."

JUNCTION CITY

Miss Lucy Hanks, daughter of Postmaster J. H. Hanks, has returned from a visit to her cousins, Misses Lula May and Margaret Hayes, in Mitchellburg, and Miss Bessie Harbison, near Perryville.

The entertainment given at the Christian church Wednesday evening to collect funds for foreign mission, netted the promoters about \$15.00.

Miss Annie Cosby, is at Parkville, working in the postoffice, in the place of Alvin Westerfield, who is taking a vacation.

Miss Willie Benton Logsdon, left Thursday for a visit to her friends, Misses Edna and Sue Shelby Mason, in Lancaster.

Miss Leila Dungan, of Science H. who has been visiting her sister, Mrs. J. W. Bailey, has returned to her home.

Mr. and Mrs. R. H. West returned Monday from Russell Springs. On their way home they stopped awhile in Liberty, where Mr. West picked up a silver dollar 93 years of age.

Miss Martha Cox, who has been teaching at Cynthiana, is at home with her parents, Squire and Mrs. M. Cox.

Mrs. Jesse Riffe and Miss McKee Riffe, of Hustonville, who are guests of Mrs. J. F. Rounton, have returned to their home.

Rev. W. O. Sadler, Conference Evangelist of the Methodist church, will begin a protracted meeting in that church here Wednesday evening.

Mr. and Mrs. Edwards Grubbs and children will move from this place to Liberty about August 1st, where the former has secured the principalship of the Liberty High School.

Mrs. Alexander Tribble has recently returned from Peyton's Well, much improved in health.

Miss Katherine Lickford, of Grondara, Miss., is visiting her school chum, Miss Lavina McGraw.

Miss Una Overstreet, of Parkville, who has been visiting her aunt, Mrs. J. R. Steele, has returned to her home.

Mrs. Yates, a missionary from New Albany, will commence a camp meeting in the woods just west of the railroad station, June 16.

Miss Lizzie Phillips, of Liberty, and Miss Kathryn Warriner, of Lexington, who have been visiting Dr. and Mrs. W. W. Phillips, have returned to their home.

Mrs. William Caskey, who has been ill at her mother's, Mrs. Mary Frances Wells', has returned to her home in Corbin.

Mr. John T. Moore, local photographer, is at High Bridge, catching the snail.

Despite all predictions to the contrary, the oil well continues to produce kerosene, upon an application to the pump. The oil now coming from the well is darker in color, being about the shade of a "yaller" pup.

Mr. William R. Caskey, of Corbin, visited his wife at this place on Sunday.

ECZEMA CURE A BEAUTY WASH.

Although D. D. D. Prescription has been recognized for years as the one remedy for Eczema, Psoriasis, and all other forms of skin diseases, it is now known that there is no other wash, even those used by the beauty specialists, that can compare with this mild liquid for cleansing the skin of pimples, blackheads, rash and all similar skin affections.

For this reason alone a bottle of D. D. D. should be kept on hand in every household. A trial 25 cents bottle will show you the merits of this great remedy as a complexion wash.

D. D. D. seems to remove the cause, whatever the trouble may be, cleansing the skin, and leaving it as soft, as smooth and clear as that of a healthy child.

Get a 25 cent bottle today and keep it in the house. Shugars and Tanner, Stanford, Ky.

Stanford Wins

The good news was received from Springfield Wednesday night that in first base game at the Blue Grass High School tournament now on, Stanford had defeated Hardtown by a score of 10 to 3. Wesley Embury, pitching for Stanford, held the Nelson county boys to one hit. This is regarded as very fine work and is believed to be indicative of the ease with which the Stanford entries in the tournament will walk off with things in the other events. Springfield and Lawrenceburg were to play Thursday and Stanford plays the winner for final championship on Friday.

Outsiders

WATCHING THE SENATORIAL FIGHT.

James Suffers in Comparison with Paynter. A Big Newspaper Views the Two Candidates.

Frankfort, Ky., June 8.—The big newspapers of the country are watching with a good deal of interest the fight being waged in Kentucky between United States Senator, Thomas H. Paynter and Congressman Ollie James for the seat in the Senate now vacated by the late Senator James. The methods of Mr. James in his campaign should be of interest to the Democratic voters as giving them an insight into what the people of other states think of the man and the character of content he is waging as well as giving their opinions of Paynter as a statesman and member of the Senate.

In a recent comment, Leslie's Week said of James: "It is too bad that we have so many of the Ollie James type in our legislative bodies—who think there is nothing in the world for a public man to do but to seek to gain political advantage, to capture votes and to attract attention."

The Chicago Inter-Ocean, discussing the Lorimer case, says: "That Senator Paynter should appeal to his colleagues to act as judges, considering the law and facts only, and disregarding alike the clamors of faction and the menaces of power, is entirely natural when we remember the life and character of the man."

A Washington dispatch to the Cincinnati Enquirer at the time the "long and short haul" railroad proposition was before the United States Senate, a year ago, read: "Senator Aldrich was completely routed upon the long and short haul proposition in the open Senate this afternoon. By a vote of 27 to 16 the Paynter amendment, declaring it unlawful for a railroad to charge more for a short than for a longer haul was adopted." This is the same Mr. Aldrich with whom Congressman James would have Kentucky Democrats believe Senator Paynter is in league.

Another Washington dispatch, this time to the Louisville Courier-Journal relative to the Employers' Liability Amendment, introduced by Senator Paynter, which provides that no case arising under this act and brought in any state court of competent jurisdiction shall be moved to any court of the United States, says: "The adoption of this amendment is regarded as of great importance, because it is a step toward restoring to the states the rights and control of matters which have been claimed by the Democrats to be the rights of the states under the Constitution. Heretofore efforts to modify Federal laws so as to give state courts jurisdiction of matters arising under acts of Congress and to change the law as to removal of actions from State to Federal court, have been ineffectual."

Of Senator Paynter's work in securing this amendment, Senator Ha'e, long a leader in the upper branch of Congress, said: "This is a noteworthy advance in the direction of maintaining the constantly dwindling force of State jurisdiction and State control. I congratulate the Senate upon having taken the first step in the right direction."

John Callan O'Laughlin, one of the brightest and best known newspaper men at the National Capitol, recently reviewed Senator Paynter's brief career in the Senate. At one point he wrote:

"When Paynter arrived in Washington he quickly made himself felt in the Senate Chamber and was given an honor extended to few new Senators, being placed upon the important Judiciary Committee. The Senator has been active in connection with the tariff and railroad rate, the postal savings and the Federal Incorporation bill. He strongly advocated lower duties on all materials used by the press, insisting it was important to the Nation that independent newspapers should flourish. He also has shown a marked knowledge of international law as well as ordinary law. In short, he is regarded as a valuable addition to the United States Senate."

The foregoing gives in brief fashion the opinion from outside Kentucky of Senator Paynter's worth as a member of the Federal Senate from Kentucky showing that, from the first he has taken front rank among the leaders or thought in the Nation, and is today in position where he can accomplish much, if retained in his position, not only of benefit to the State and Nation but add to the lustre of Kentucky, which has furnished many of the country's greatest statesmen.

Advertisement

It takes a good merchant to be a good advertiser. The public knows that and is right in assuming that the best advertiser is the best merchant.

Advertisement

Advertisement

BRODHEAD

Dr. O. O. Stone, of Middleboro, visited Dick Albright last week.

R. G. Wilmott, of Neprune, visited his mother, Mrs. M. E. Wilmott, Sunday.

Miss Myrtle Murray, of Crab Orchard has been visiting relatives here.

Mrs. Miranda Tate and Lena Albright left Sunday for Berea and Richmond where they will visit relatives.

Mr. and Mrs. J. C. Walker and little daughter of Chattanooga, Tenn., have been visiting Mrs. J. E. Wallin.

Arthur Anderson of Paris, is visiting his cousin Henry Anderson.

The Eastern Star Lodge will organize here June 14th.

Mr. and Mrs. J. F. Carter are visiting their son and daughter in Shelby county.

Mrs. Jennie Brown and children, will leave soon for Williamsburg, where they will visit relatives.

Henry Anderson was in Livingston last Saturday to attend the Masonic banquet.

Rev. Carter preached at the Methodist church last Sunday.

Miss Judith McCall, of Maresburg, is visiting her cousin Miss Jewel Francisco.

Misses Ethel and John Eva Hilton, of Stanford, are visiting their aunt, Mrs. Susie B. Cherry.

Miss Lizzie Storms, of Keny, Ky., is visiting her parents at this place.

Mr. and Mrs. F. L. Durham, of Mt. Vernon, visited relatives here last week.

Miss Carrie Frith is visiting relatives in Stanford and Danville.

Mr. and Mrs. Oscar Wallin, Boulah Wallin, Homer Wallin and Walter Wallin have been visiting their aunt, Mrs. J. E. Wallin.

Miss Ora Brown, of Lever Green has accepted a position as clerk with J. T. Cherry.

Mrs. H. L. Tharp, visited Mrs. Joe Smith, of Heatht who is quite sick.

Miss Loretta Frith is visiting in Stanford and Danville.

Rev. Irvine, of Nicholasville, and Rev. Rogers, of Louisville, are holding a protracted meeting at the Christian Church.

Mr. H. L. Tharp and daughter, Elizabeth, have returned from the Norton Infirmary in Louisville, where a very painful operation was performed on her throat.

A few of the young people attended the dance given in Crab Orchard last Friday night.

MARKSBURY

Born to the wife of Mr. Joe Pollard, a 9 pound boy.

Mark Gools sold to Frank Bourne, a bunch of hogs for 64 cents.

Red Swope sold to Mr. Walker, of Lancaster 100 barrels of corn at \$3.00 per barrel.

The Pleasant Grove church gave a strawberry supper Wednesday evening of last week at which they cleaned \$20.

Mrs. Morten Robinson recently entertained in honor of Mrs. James Royston, Mr. and Mrs. E. C. Gaines of Lancaster, Mr. and Mrs. Claude Royston and little daughter, of Chicago.

The Misses White, of Indianapolis, Miss Pan Woods and brother William of Lancaster, have been visiting Mr. Jim Green and family.

Kelly Hogg had a Jersey cow struck and killed by lightning Monday afternoon.

The Ladies Working Society will meet with Mrs. Susanna Hogg next Thursday.

Miss Sue Sutton entertained at her home Sunday, Mr. and Mrs. J. I. Hamilton of Lancaster.

Mr. Willie Jenkins was in Cincinnati, Sunday.

Mrs. Chalmers and little son, of Lexington are making a short stay with her father, Mr. C. M. Jenkins.

The community at large regret that Mr. Jim Royston has resigned his position as clerk and post master at the store. "Jim" has practically run the store for the past 15 years and the basis on which he dealt with his customers was "honesty." He won many friends by his courteous accommodations.

Miss Susan Allie Dunn, closed a select school last Friday evening in the Bryantsville district, where she has been teaching about 2 1/2 years, with an enjoyable entertainment. The last scene personated Messrs. Green, Bowling, Dr. Black Ellett and Logan. Burk, "hunting a teacher," which was admirably acted by Arnold Beck, Paul Elliot and Andrew Burk.

Miss Dunn is considered one of the best instructors in the State and was offered a large salary to continue her work here, but refused. She has not fully decided where she will locate.

Miss Lizzie Simpson has returned from Lexington where she went to attend Cook-Brown wedding.

MONEY TO LOAN.

On Lincoln county farms, in any amount over \$3,000 Rate of interest 6 1/2 per cent. Term, 5 years, with privilege to pay after one year. First mortgage. If you are in need of money will loan you up to 40 per cent of the value of your land. For further particulars write to G. B. Swinebroad, Attorney, Lancaster, Ky. 25-f.

RAIL ROAD CONVENTION HERE MONDAY

LINCOLN COUNTY SOLIDLY AGAINST KLAIR, AND MAY GO FOR KEENON.

Chairman George L. Penny has received official notification from J. Norton Fitch, chairman of this railroad district, to call a mass convention of the democrats of Lincoln county at the court house next Monday afternoon at 1 o'clock for the purpose of selecting 10 delegates to attend the Second District Railroad Convention which will be held in Louisville, June 14, to nominate a candidate for Railroad Commissioner.

Little interest seems to be taken in this race in Lincoln county but every democrat who has been heard to express himself, has done so as against the nomination of Billy Klair, of Lexington, who is a candidate for the nomination. Klair is chiefly notorious for having bolted the nomination of former Governor Beckham, for United States Senator while he, Klair was a member of the Legislature from Lexington. Klair is also notorious by reason of the close friendship he always showed for the railroads, and other big corporations while in the legislature and those who know him and his record believe that his nomination would be about the worst thing that could happen to the democrats in this district right now.

There are two candidates for Commissioner from the Eighth Congressional district, E. D. Beard, of Shelbyville and Rodman Keenon, of Harrodsburg.

In view of the fact that the delegates to the convention will have to pay their own railroad fare and hotel expenses while in Louisville, it is not anticipated that there will be much of a rush to get on the delegation from Lincoln.

Old Negro "Mammy"

IS PAID A TOUCHING TRIBUTE BY BOBBITT.

Crab Orchard, June 7th. On last Sabbath day, a funeral was preached over the remains of an old colored Christian that deserves special mention. Born away back in 1835 when time was young, and before the follies and corruption of the present stage and health destroying manner of living, Aunt Julia was the most exemplary member of her race. Honest, truthful, faithful and true to every trust as a wife, a noble woman, and servant of the proud Caucasian race, whom she gladly and faithfully served. Aunt Julia was the noblest humblest and grandest of her race. Belonging to the grand old Buford family, she often was hired out and faithfully served those to whom she did not belong and this fact was the cause of my first acquaintance with this good old Christian. She was the faithful wife of good old Uncle No. Buford, who was a noble type of the antebellum race. Aunt Julia your life, and moral worth mingled the tears of the proud Caucasian with the tears of those who were from the dark continent. When freedom came its soft, mild dew fell unthought upon this noble woman, Aunt Julia you have entered into your rest, where many with more favorable opportunities will fall to go.

Fountain Fox Bobbitt.

HAPPY WOMEN

Plenty of Them in Stanford and Good Reason for It.

Wouldn't any woman be happy. After years of backache suffering, days of misery, nights of unrest, the distress of urinary troubles. She finds relief and cure?

No reason why any Stanford reader should suffer in the face of evidence like this:

Mrs. Nancy A. Logan, E. Main St., Stanford, Ky., says: "I scarcely know how to express my gratitude to Doan's Kidney Pills for the benefit they brought me. When I began their use, I was in a miserable condition. My back seemed to have given out entirely and pained me terribly. I often became so weak and lame that I was almost prostrated. Learning of Doan's Kidney Pills, I procured a supply at Shugars & Tanner's Drug Store and in view of the results I received I can give them the highest praise. Doan's Kidney Pills not only relieved my backache, but also restored my kidneys to a normal condition."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

"Advertising is too blamed expensive for me," a merchant says. He is right, if he expects to pay for it with pennies. The big advertiser keeps his eye on the business advertising brings while the fellow often sees only what it costs.